

CLAIMS

1. A multi-tier architecture for presenting visual information to multiple displays through a network, the architecture comprising:
- 5 an information asset tier including information asset information;
- a content asset tier including content assets that includes at least one of media assets and business rules, the media assets including at least one of graphical images or links thereto, the business rules including rules governing the presentation of media assets; and
- 10 an application tier including an application that is at least one of an interaction style, a layout template, and a set of rules governing event reporting and interaction with a client, the application generating references to content assets, interfacing with the client to receive events therefrom, recording or responding to the events, and performing actions on said events,
- 15 whereby the application, content assets, and information asset information may substantially simultaneously be used by multiple clients and the .
2. The multi-tier architecture of claim 1 wherein the information asset information includes mapping or transformations of information assets from at least one data source.
- 20 3. The multi-tier architecture of claim 1 wherein the media assets include images, text, and data.
4. The multi-tier architecture of claim 1 wherein the content assets include enterprise semantics that provide predetermined specific meaning to the content assets based on the information assets.
- 25 5. The multi-tier architecture of claim 1 wherein the actions performed on the events include at least one of updating the application, content assets, or information assets and publishing the events to the client.
- 30 6. The multi-tier architecture of claim 2 wherein data of the data source itself defines

predetermined mapping or transformations, wherein the mapping or transformation includes at least one of object oriented code or XML code.

7. The multi-tier architecture of claim 2 wherein the data source includes at least one
5 of a data feed, standards data, or a static document.

8. The multi-tier architecture of claim 7 wherein the static document is mapped legacy data in XML format.

10 9. The multi-tier architecture of claim 1 wherein the media assets include pre-rendered image files or images that are generated on demand.

10. A visual interaction client that is launched in response to a user's input and that interacts with an application manager that includes a layout template and a set of
15 application rules governing event reporting and interaction with the client, the application manager generating references to content assets, the application manager interacting with a content asset that includes media assets, business rules, and enterprise semantics, and the content assets interacting with information assets that define mapping or transformations of a raw data source; whereby the application, content assets, and information assets may
20 substantially simultaneously be published to multiple visual interaction client.

11. The visual interaction client of claim 10 wherein the application interfaces with the client to receive events therefrom, records or responds to the events, and acts on the events, whereby such acts include updating the application, content assets, or information
25 assets to publish the events to the client and anticipating the future activities of the user within the visual interaction client by observing the past user interactions and speeding the user experience by pre-caching anticipated media assets.

30 12. A method for dynamically generating content for providing an interactive visual display to a user, comprising the steps of:

(a) providing a partner's predetermined information assets to a content

manager in response to a user input;

(b) matching by the content manager of the information assets of step (a) to corresponding media assets according to interaction rules that are predetermined by the partner;

5 (c) providing content manager output of step (b) to an application manager;

(d) generating in the application manager an application manager output from the content manager output according to the interaction rules, the application manager handling events from the client and responding to the events;

(e) publishing the application manager output to a client; and

10 whereby the content manager, asset manager, and client are decoupled.

13. The method of claim 12 further comprising the step of providing a template for displaying the application manager output.

15 14. The method of claim 12 wherein the application manager receives and interprets the events from the client and instructs an information asset manager to perform the providing step (a).